

1 Title of the Practice

Community Outreach and Social Responsibility Initiatives

2. Objectives of the Practice

1. To foster eco-friendly practices through afforestation, sapling plantation, and education on climate change,
2. To emphasize the benefits of natural health solutions, such as Siddha medicine, and awareness on nutrition, eye health, and yoga.
3. To engage the community in activities promoting cleanliness, road safety, and anti-drug campaigns, supporting a healthy and secure living environment.
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5. To build informed, responsible communities by educating on consumer rights, advocating for reduced plastic usage, and fostering collective efforts that strengthen community bonds and promote sustainable development

3. The Context

In response to the growing need for active community engagement and sustainable social welfare, the initiatives were developed as part of a comprehensive approach to community service. Recognizing the importance of multi-faceted programs that address health, environment, and basic needs, these initiatives were designed to involve students, local organizations, and volunteers in collective action. The context is rooted in building a stronger, healthier, and environmentally conscious community that practices solidarity and empathy.

4. The Practice

NSS Special Camp

The NSS Special Camp, titled “Youth for Environment and Rural Development,” initiated a series of impactful activities in the adopted village of Omerabad and neighboring areas like Nariyambur and Panangathur.

Community outreach expanded to include programs on global warming and consumer rights, ensuring villagers understood the implications of climate change and their rights as consumers. Road safety awareness sessions promoted adherence to traffic rules, contributing to safer community practices. The camp organized rallies advocating for a plastic-free environment, aligned with the Swachh Bharat Abhiyan, and anti-drug abuse campaigns to deter substance misuse.

Health-centric initiatives included programs on healthy food and nutrition, eye health awareness with check-ups, and sessions on the importance of yoga for physical and

mental well-being. Additionally, Siddha medicine awareness promoted traditional healthcare practices.

These efforts not only raised environmental and social consciousness but also empowered communities with practical knowledge and sustainable living practices, fostering long-term development and resilience.

Blood Donation campaign by YRC

Blood donation camp in collaboration with Lions club and Government Hospital was organised on 16.12.23 at N.M.Zakariah Auditorium, 23 students participated and donated blood.

5. Evidence of Success

The collective efforts in Omerabad and neighboring villages fostered a sense of community participation and environmental stewardship.. The awareness programs empowered villagers with knowledge on sustainable living and public health, driving long-term positive change.

6. Problems Encountered and Resources Required

Limited financial resources, challenges in community engagement and follow-up, and weather and logistic issues led to delays in some programs, affecting their scale and effectiveness.